C 1750-1

Setback for AM spectrum expansion: Region 2 defers decision on 9 khz

Broadcasting Mar 24

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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The Week in Brief

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DON'T MAKE A MOVE ☐ Kastenmeier asks the FCC to hold up on cable deregulation until the Copyright Royalty Tribunal reviews things as they are. **PAGE 25.**

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ET TU, NAB? ☐ Official Washington continues to fret about the association's letter, to Buenos Aires delegations, asking delay of a 9 khz decision. **PAGE 26.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Cetu	year 12/31/79	22,968,077	+20.7	1,176,733	+126.2	.70	19,024,989	520,081	.30
Columbia Pictures	6 mo. 12/29/79	296,975,000	+22.6	16,164,000	−10.5	1.64	242,085,000	18,060,000	1.86
Comtech	6 mo. 1/31/79	10,374,363	−3.59	−759,705	*	−.43	10,760,229	−18,002	−.01
Foote, Cone & Belding	year 12/31/79	137,427,000	+24.4	13,037,000	+56.5	4.99	110,444,000	8,333,000	3.24
Gross Telecasting	year 12/31/79	10,630,899	+ 3.6	2,720,316	+10.3	3.41	10,254,798	2,465,431	3.09
MCA	year 12/31/79	1,266,140,000	+13.0	178,888,000	+39.2	7.65	1,120,644,000	128,379,000	5.52
Post Corp	year 12/31/79	70,674,000	+25.3	3,839,000	− 7.5	2.10	516,416,000	4,152,000	2.30
Rockwell International	3 mo. 12/31/79	1,559,000,000	+ 8.6	68,700,000	+ 6.2	1.88	1,434,500,000	64,700,000	1.83
Teleprompter	year 12/31/79	174,838,000	+19.2	**14,281,000	− 9.6	.84	146,447,000	15,796,000	.93
Texscan Corp	9 mo. 1/31/80	11,157,586	+46.8	419,153	+80.1	.40	7,596,110	232,845	.30
J. Walter Thompson	year 12/31/79	285,227,000	+15.5	13,637,000	+11.5	4.51	229,662,000	14,891,000	4.43
Transamerica	year 12/31/79	4,044,847,000	+14.7	240,202,000	+14.6	3.66	3,526,529,000	209,705,000	3.15
Valtec	year 12/31/79	62,900,000	+154.5	3,569,000	+87.4	.86	40,700,000	1,904,000	.47
Varian Associates	3 mo. 12/28/79	133,870,000	+32.2	4,273,000	+160.8	.56	101,272,000	−6,873,000	−.93

*Percent too great to be meaningful.

**Reflects $9.4 million provision for settlement of Leeds vs. Teleprompter suit.

Tops in spot

Largest advertisers include 7 new to top 10; total spending rises to $2.9 billion in '79

A record-breaking number of national and regional spot TV advertiers, 2,627, invested almost $2.9 billion in 1979, up 11% over 1978, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports data, the compilation shows that 10,854 different brands were advertised during the year. Seven companies joined the annual spot TV top-100 list for the first time last year: Estee Lauder, $9 million; Hershey Foods, $9 million; General Cinema (Sunkist soft drink), $8 million; Asahi Optical, $7.1 million; Colonial Penn Group, $7.1 million; Suffolk Marketing (records), $6.7 million, and Beecham Group, $6.4 million.

Advertising categories showing substantial gains were horticulture, up 55% to $22.9 million; apparel, footware and accessories, up 50% to $58.2 million; jewelry, optical goods and cameras, up 34% to $45.1 million; publishing and media, up 31% to $79.6 million, and beer and wine, up 29% to $113.7 million.

Nighttime—7:30-11 p.m.—got the largest share of spot billings, $856,204,800 or 29.7%, according to TVB. Early evening (5-7:30 p.m.) came in second with $754,258,000 or 26.2%. Daytime (sign-on to 5 p.m.) was third with $701,052,500 or 24.3% and late night (11 p.m. to sign-off) accounted for the rest, $569,782,600 or 19.8%.

Spot TV's top 100

1.	Procter & Gamble	$173,760,200
2.	General Foods	88,014,200
3.	General Mills	56,022,000
4.	PepsiCo.	46,897,700
5.	Coca-Cola	46,699,600
6.	American Home Products	42,464,800
7.	AT&T	41,416,100
8.	Lever Bros.	40,402,900
9.	Time	37,082,500
10.	Ford Motor	30,919,700
11.	ITT	30,891,000
12.	General Motors	29,904,700
13.	A.H. Robins	29,321,000
14.	Kraftco	28,087,500
15.	Colgate Palmolive	27,900,300
16.	Nestle	27,886,500
17.	William Wrigley Jr.	26,069,900
18.	Toyota Motor Distributors	25,539,100
19.	Milton Bradley	25,052,100
20.	Mars	24,666,800
21.	Bristol-Myers	23,647,400
22.	Kellogg	21,680,100
23.	Warner-Lambert	20,034,000
24.	Revlon	19,293,100
25.	Norton Simon	18,017,200
26.	Triangle Publications	17,465,700
27.	American Motors	17,265,100
28.	Philip Morris	16,767,400
29.	Consolidated Foods	16,715,800
30.	Scott Paper	16,474,200
31.	Gillette	16,222,500
32.	CPC International	15,528,200
33.	Jos. Schlitz	15,291,100
34.	Pillsbury	14,648,900
35.	Beatrice Foods	14,488,000
36.	Esmark	14,438,700
37.	Chrysler	13,953,600
38.	Mattel	13,940,800
39.	Nabisco	13,832,500
40.	Hasbro	13,670,200
41.	Anheuser-Busch	13,154,800
42.	Quaker Oats	12,861,100
43.	Mego International	12,422,600
44.	Adolph Coors	12,378,700
45.	Nissan Motor	12,243,300
46.	Ralston Purina	11,943,400
47.	Richardson Merrell	11,682,200
48.	American Dairy	11,579,200
49.	K-Tel International	11,479,900
50.	CBS	11,411,200
51.	Alberto Culver	11,237,100
52.	American Cyanamid	10,994,800
53.	G. Heileman Brewing	10,797,200
54.	Ronco Teleproducts	10,709,100
55.	Pabst Brewing	10,382,200
56.	Trans World	10,271,100
57.	American Express	10,190,300
58.	Royal Crown Cola	9,636,500
59.	American Airlines	9,399,100
60.	Volkswagen	9,380,600
61.	Standard Brands	9,179,800
62.	General Electric	9,124,500
63.	Estee Lauder	9,058,100
64.	Hershey Foods	9,036,900
65.	North American Philips	8,980,600
66.	Ideal Toy	8,945,900
67.	Campbell Soup	8,769,400
68.	UAL	8,742,800
69.	Standard Oil of Indiana	8,727,200
70.	Ford Auto Dealers	8,710,700
71.	Cadbury Schweppes U.S.A.	8,589,200
72.	Toyota Auto Dealers	8,561,500
73.	Toro Manufacturing	8,485,700
74.	Seiko Time	8,340,900
75.	Schering-Plough	8,291,300
76.	Squibb	8,142,500
77.	H.J. Heinz	8,120,700
78.	General Cinema	8,012,600
79.	Faberge	7,987,300
80.	American Can	7,840,300
81.	Borden	7,677,600
82.	Morton-Norwich Products	7,677,300
83.	Olympia Brewing	7,634,300
84.	Stroh Brewery	7,589,500
85.	F&M Schaefer	7,303,400
86.	Chesebrough Ponds	7,251,100
87.	Dr Pepper	7,144,000
88.	Asahi Optical	7,118,800
89.	Colonial Penn Group	7,116,100
90.	R.J. Reynolds	6,923,900
91.	Oldsmobile Auto Dealers	6,699,300
92.	Suffolk Marketing	6,652,700
93.	Mobil	6,617,200
94.	IFI International	6,603,400
95.	Dodge Auto Dealers	6,578,100
96.	H&R Block	6,407,700
97.	Beecham Group	6,361,300
98.	Tomy	6,322,800
99.	Chevrolet Auto Dealers	6,274,100
100.	Walshe American	6,221,500

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses